WHAT IS CLAIMED IS:

1. A method for managing delivery of video sequences of an interactive program guide (IPG) over a communications network to a plurality of terminals, the method comprising:

pre-allocating a broadcast bandwidth in the communications network for common video sequences to be transmitted by a broadcast technique;

transmitting in the broadcast bandwidth the common video sequences to the plurality of terminals by way of the broadcast technique;

receiving a request for a specific video sequence from a specific terminal via the communications network;

allocating a demandcast bandwidth in the communications network for the specific video sequence; and

transmitting in the demandcast bandwidth the specific video sequence to the specific terminal via the communications network.

2. The method of claim 1, wherein the common video sequences are delivered using an in-band portion of the communications network.

3. The method of claim 2, wherein the specific video sequence is delivered using the in-band portion of the communications network.

4. The method of claim 3, wherein the requests are received using an out-of-band portion of the communications network.

5. The method of claim 4, wherein the common video sequences comprise IPG pages for a current time period.

6. The method of claim 5, wherein the common video sequences further comprise IPG pages for a prime viewing time period.

7. The method of claim 1, wherein transmitting the specific video sequence is performed using a narrowcast technique to a group of terminals which includes the specific terminal.

8. The method of claim 1, wherein transmitting the specific video sequence is performed using a pointcast technique.

9. The method of claim 8, wherein the pointcast technique comprises a shared pointcast technique.

10. A method for managing delivery of a plurality of video sequences that comprise interactive program guide (IPG) pages, the method comprising:

predetermining a set of video sequences to be broadcast;

allocating a broadcast bandwidth within a network with a finite bandwidth for the set of video sequences;

broadcasting the set of video sequences via the broadcast bandwidth to a plurality of terminals;

receiving a request from a specific terminal for a specific video sequence which is not within the set of video sequences to be broadcast;

allocating a demandcast bandwidth within the network for the specific video sequence;

transmitting the specific video sequence via the demandcast bandwidth to the specific terminal to fulfill the request.

11. The method of claim 10, wherein the broadcasting and transmitting occur by way of in-band communications in the network, and the receiving occurs by way of out-of-band communications in the network.

12. The method of claim 11, wherein the first set of video sequences comprises IPG pages for a current time period.

13. The method of claim 10, further comprising:

predetermining a second set of video sequences to be broadcast; and

allocating a second broadcast bandwidth within the network for the second set of video sequences; and

broadcasting via the second broadcast bandwidth the second set of video sequences to the plurality of terminals.

14. The method of claim 13, wherein the second set of video sequences comprises IPG pages for prime viewing time periods

15. The method of claim 10, wherein transmitting the specific video sequence to the specific terminal comprises pointcasting the specific video sequence to the specific terminal.

16. The method of claim 15, wherein transmitting the specific video sequence to the specific terminal comprises narrowcasting the specific video sequence to a group of terminals which includes the specific terminal.

17. The method of claim 10, further comprising:

predetermining a particular video sequence to be narrowcast to a group of terminals;

allocating a narrowcast bandwidth within the network for the particular video sequence; and

narrowcasting the particular video sequence via the narrowcast bandwidth to the group of terminals.

18. The method of claim 10, further comprising:

receiving a second request from a second specific terminal for the specific video sequence; and

transmitting the specific video sequence via the demandcast bandwidth to the second terminal,

wherein the demandcast bandwidth comprises a single stream which is used to transmit the specific video sequence to both terminals.

19. The method of claim 18, further comprising:

one terminal from a group including both terminals finishing use of the specific video sequence; and

continuing transmission of the specific video sequence via the demandcast bandwidth.

20. The method of claim 19, further comprising:

another terminal from the group finishing use of the specific video sequence; and

discontinuing transmission of the specific video sequence; and

making the demandcast bandwidth available for re-allocation.